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60/010372

	Subclass.
Class	1
ISSUE CLASSIFICATION	

PROVISIONAL
APPLICATION
NUMBER
60/010372

SERIAL NUMBER	FILING DATE	CLASS	SUBCLASS	GROUP ART UNIT	EXAMINER
60/010372	01/22/96		44		
PROVISIONAL					

APPLICANTS WILLIAM J. TOBIN, STAMFORD, CT.

CONTINUING DATA
VERIFIED:

FOREIGN/PCT APPLICATIONS
VERIFIED:

FOREIGN FILING LICENSE GRANTED 03/12/96

***** SMALL ENTITY *****

Foreign priority claimed 35 USC 119 conditions met.	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no	AS FILED	STATE OR COUNTRY	SHEETS DRWGS.	TOTAL CLAIMS	INNER CLAIMS	FILING FEE RECEIVED	ATTORNEY'S DOCKET NO.
Verified and Acknowledged	Examiner's Initials			CT	22			\$75.00	TOBIN-1

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146, ROUTE 1 NORTH
PO BOX 1366
EDISON, NJ 08818-1366

TITLE: METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY
TRACKING THE INTERNET SITE ENTRY

U.S. DEPT. OF COMMERCE • Patent and Trademark Office-PCT-438L (rev. 7-94)

POSITION	ID NO.	DATE
CLASSIFIER		
EXAMINER	507	3-12-96
TYPIST	343	3/12/96
VERIFIER	560	3/13/96
CORPS CORR.		
SPEC. HAND		
FILE MAINT		
DRAFTING		

60/010372

PATENT APPLICATION SERIAL NO.

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

02/14/96 60010372

1 214 75.00 CK

BAR CODE LABEL



U.S. PATENT APPLICATION

SERIAL NUMBER 60/010,372 PROVISIONAL	FILING DATE 01/22/96	CLASS	GROUP ART UNIT
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APPLICANT
WILLIAM J. TOBIN, STAMFORD, CT.**CONTINUING DATA*****
VERIFIED**FOREIGN/PCT APPLICATIONS*****
VERIFIED

FOREIGN FILING LICENSE GRANTED 03/12/96

***** SMALL ENTITY *****

STATE OR COUNTRY	Sheets Drawing	TOTAL CLAIMS	INDEPENDENT CLAIMS	FILING FEE RECEIVED	ATTORNEY DOCKET NO.
CT	22			\$75.00	TOBIN-1

ADDRESS
PLEVY & ASSOCIATES
146 ROUTE 1 NORTH
PO BOX 1366
EDISON NJ 08818-1366TITLE
METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY
TRACKING THE INTERNET SITE ENTRY

This is to certify that annexed hereto is a true copy from the records of the United States Patent and Trademark Office of the application which is identified above.

By authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

Date

Certifying Officer

60/010372

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OF COUNSEL
DRAN W. CHACE

January 22, 1996

Honorable Commissioner
of Patent and Trademarks
Washington, DC 20231

RE: Provisional Application
William J. Tobin
Entitled: METHOD FOR MARKETING AN INTERNET CONSUMER
SERVICE AND AUTOMATICALLY TRACKING THE INTERNET
SITE ENTRY

Dear Sir:

Enclosed please find the following:

1. A Provisional Application consisting of 11 pages of specification;
2. 22 sheets of drawings;
3. a provisional application cover sheet;
4. Check No. 4824 in the amount of \$75.00;
5. Small Entity Certificate;
6. Certificate of Express Mail; and
7. a postcard receipt.

If there are any fees due and owing, please charge Deposit Account No. 16-2131.

Respectfully submitted,

ARTHUR L. PLEVY
Reg. No. 24,277

P.O. Box 1366
146 Route 1 North
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ALP/kr
Encls.

W/010372



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent application of
Tobin

Atty Dkt #: TÖBIN-1

Serial No.: TO BE ASSIGNED

Filed: HEREWITH

For: METHOD FOR MARKETING AN
INTERNET CONSUMER SERVICE AND
AUTOMATICALLY TRACKING THE
INTERNET SITE ENTRY

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

CERTIFICATE OF MAILING BY "EXPRESS MAIL"

Sir:

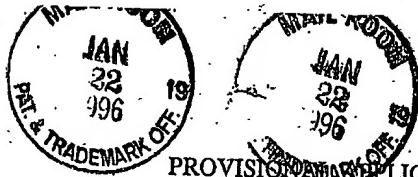
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Date of Deposit: January 22, 1996

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Angie Cagliostro
Angie Cagliostro

ALP/kr



60/010372

PROVISIONAL APPLICATION COVER SHEET
This is a request for filing a Provisional application under 37 CFR 1.53(b)(2).

Docket Number	TOBIN-1		Type a plus sign(+) inside this box.	+
Inventor(s)/Applicant(s)				
Last Name	First Name	Initial	Residence(City and Either State or Foreign Country)	
TOBIN	WILLIAM	J.	134 Davenport Drive Stamford, CT 06902 ex	
Title of The Invention (280 characters max)				
METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY TRACKING THE INTERNET SITE ENTRY				
Correspondence Address				
Plevy & Associates 146 Route 1 North P.O. Box 1366 Bridgewater, New Jersey 08818-1366 (908) 572-5858 (908) 572-5693-Fax				
State	New Jersey	Zip Code	08818-1366	Country
U.S.A.				
Enclosed Application Parts (check all that apply)				
<input checked="" type="checkbox"/> Specification Number of Pages <u>11</u>		<input checked="" type="checkbox"/> Small Entity Statement		
<input checked="" type="checkbox"/> Drawing(s) Number of Sheets <u>22</u>		<input type="checkbox"/> Other (specify)		
Method of Payment (check one)				
<input checked="" type="checkbox"/> Check or money order is enclosed to cover Provisional filing fees <input type="checkbox"/> The Commissioner is hereby authorized to charge filing fees and credit Deposit Account No. 16-2131				
The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government. X No. Yes, the name of the U.S. Government agency and the Government contract number are: _____				

Respectfully submitted,

Signature:

DATE 1/22/96

Typed or Printed Name ARTHUR L. PLEVY, PLEVY & ASSOCIATES

REGISTRATION NO. 24,277

Additional inventors are being named on separate numbered sheets attached hereto.



7500 314-A-PROVISIONAL
60/010372

TOBIN-1

METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND
AUTOMATICALLY TRACKING THE INTERNET SITE ENTRY

BACKGROUND OF THE INVENTION

The Internet which consists of world wide networks of computers communicating on the Transmission Control Protocol/Internet Protocol (TCP/IP) offers a variety of information exchange capabilities such as electronic mail (e-mail), file transfers between computers through the file transfer protocol (FTP) format. However, the hypertext interface to the Internet, known as the World Wide Web (WWW) is the fastest growing Internet function. The WWW uses Hyper Transport Protocol (HTTP) and HyperText Markup Language (HTML) to organize and present information and services throughout the Internet. Users accessing the WWW are able to utilize a system of "point and click" connections between information that allow them to jump from one information source to another on the Internet in a random, unstructured pattern.

As the Internet, and in particular the WWW and its random user movement capabilities, is increasingly used for consumer servicing, methods for marketing and tracking movements through the WWW must be developed. A method for marketing a service with various Internet service providers or sites is needed whereby the marketing program is updated using the Internet file transfer methods. Also, a method



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is needed for tracking Internet service providers or sites which refer customers through the marketing program so that those Internet sites are credited with commissions on any sales. Moreover, a method is needed for tracking the entry point to a saved token URL for an Internet consumer service Internet site so that if a consumer returns at a later date using the saved token URL and makes a purchase, the referring Internet service provider is credited with a commission.

It is an object of the present invention to disclose a method for marketing an Internet consumer service on the Internet. It is a further object of the present invention to disclose a method for tracking Internet sites from which consumers enter a consumer servicing Internet site.

BRIEF DESCRIPTION OF THE DRAWINGS

Figures 1-6 show GIF files displayed by GNN, an Internet service provided by America Online, Inc.

Figures 7-11 show GIF files displayed by Pathfinder, an Internet service provided by Time, Inc.

Figure 12 shows a GIF file displayed by Mecklermedia's I World Web Site.

Figure 13 shows a GIF file displayed by the Prodigy Web Browser.

Figure 14 shows a GIF file displayed by the InfoSeek Web Browser.

Figures 15-17 show Gif files displayed by the First Access Network Web Browser.

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Figure 18 shows a Gif file displayed by the Net Mart Web Browser.

Figures 19-20 show Gif files displayed by The Center Of The Internet Web Browser.

Figure 21 shows a home page on the PC Flower & Gifts Web Site which an Internet user jumps to from one of the GIF files shown in Figures 1-20.

Figure 22 shows a schematic of the present invention method for marketing on the Internet and automatically tracking Internet sources which direct a user to the PC Flowers & Gifts Web site to make purchases.

DETAILED DESCRIPTION OF THE INVENTION

Essentially, the Internet is a network of various types of computers, connected over telecommunication lines, communicating with each other through a protocol known as Transmission Control Protocol/Internet Protocol (TCP/IP) for the purpose of exchanging information. Being "connected to the Internet" can mean anything from sending a simple message to a colleague across the state, to logging into another computer halfway around the world to search and retrieve text, graphics, sounds and even movies. Accessing the Internet requires a computer which has TCP/IP communication capabilities and is physically connected to the Internet with an identifiable Internet address. Many Internet service providers, such as Prodigy, America On Line, and CompuServe, offer access to the Internet through their TCP/IP compatible UNIX computers already connected to the Internet. A subscriber to one

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of these service providers need only have a personal computer and modem to make a telecommunication connection to the service provider's UNIX computer.

Various information exchanges on the Internet are available through functions such as electronic message exchange (E-mail) and File Transfer Protocol (FTP or ftp.). Electronic mail is a service that allows two people to send messages to each other in a near real time manner. Messages can be sent to one address or multiple addresses. E-mail can also be used to retrieve documents from others computers on the Internet. FTP refers to moving files from one place to another on the Internet. The files may contain electronic documents, images, sounds, etc. Anything stored on the computer can be moved with FTP.

In recent years, a new function called the World Wide Web (WWW) has emerged which provides a hypertext interface to information on the Internet. The WWW uses the client-server model of computer interaction, with the server being a computer on the Internet providing information, and the client being a computer retrieving the information. The normal way to navigate through the Internet is by moving through directory trees of information, whereby moving from node to node requires providing an address for each node. Likewise if the nodes are Internet sites, computers on the Internet, movement from one site to another requires providing an address for each site. In contrast, with the hypertext interface, information can be stored and retrieved in a non-hierarchical structure. In essence, one can "jump" from one place of information on the Internet to the another through a series of "hypertext

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"links" created by someone. A hypertext link can literally allow one to simply select a word, using a mouse or key command, and immediately be transported to another document on the Internet halfway around the world.

In a hypertext interface all the technical aspects of moving from computer to computer are hidden, leaving the client free to explore without interference. Communication through the WWW function is by a Hypertext Transport Protocol which uses a HyperText Markup Language (HTML). The HTML uses Uniform Resource Locators (URLs), which are a way of specifying the location of something on the Internet; to make the hypertext links. A standard form of URL address for accessing a particular word 26 marked by HTML, in a chapter called web-chapter, in a book stored on a hard drive in a WWW server is: <http://dgc21.xpr.cs.wvu/book/web-chapter.html#word 26>. The http connection at the beginning identifies this address to the Internet as a WWW server.

Access to the WWW requires a software tool often called a client or browser which is installed on the computer used to access the Internet, or installed on an Internet service provider's computer on the Internet that offers access to the WWW browser. Browsers may be text based line browsers or, graphical browsers such as Mosaic or Netscape.

The Internet is being increasingly used for commerce by companies with Internet sites or services providing opportunities to consumers to make purchases. In addition to automated secured transactions, commerce on the Internet requires

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development of software based marketing tools unique to the Internet structure. Among the problems encountered in the development of marketing tools for generating purchasing traffic are the creation of referral source files for directing a consumer to an Internet site offering products or services for purchase, and tracking the original referral source file with the consumer's movements through the Internet. This problem is more acute in movements between Web sites where hypertext links permit consumers (or Internet clients) to literally "jump" from one site to another by simply selecting an HTML marked word or graphic in a display. The present invention teaches a method of developing marketing tools unique to the Internet structure and a method for automatically tracking the source of Internet sites referring the user to the purchasing Internet site.

Although the present invention can be used in many applications which can utilize marketing tools unique to the Internet structure and the automatic tracking of Internet sites or servers referring customers to a web site where those customers make purchases, the present invention method is described in its application to PC Flowers & Gifts (PC Flowers & Gifts), an Internet site providing floral and gift purchasing services through the Internet.

Accordingly, the present invention will be described in its application to the PC Flowers & Gifts marketing program whereby Internet service providers or sites incorporate graphic holiday reminders related to the floral and gift service in their Internet graphic displays. These graphic holiday reminders contain hypertext links to

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the PC Flowers & Gifts Web site. Internet service providers or sites from whom customers jump to the PC Flowers & Gifts Web site and make purchases are credited with a five percent (5%) commission on any gross sales. The token corresponding to the site (token URL) is automatically tracked when the customers jump to the PC Flowers & Gifts Web site in the event the customer saves the PC Flowers & Gifts Web site token URL and makes a future purchase under the token URL.

Marketing on the Internet presents problems as to how to advertise services with various Internet participants and track which Internet participant is entitled to a commission for referrals leading to any sales. The World Wide Web is more problematic where users can jump from one Internet information source to another by simply clicking on hypertext links clicking with a mouse.

Referring now to Figures 1-6 there are shown graphic holiday reminders (GIF files) displayed by GNN, an Internet service provided by America Online, Inc. Graphic reminders 201 and 401 are shown in the context of GNN's Internet displays and contest promotion. These graphic reminders are stored in a Graphic Interchange Format (GIF), which is a standard format for images that was developed by CompuServe to be a method of storing pictures. The GIF method of storing images is independent of the device being used to store the image and the act of compressing and decompressing the file does not degrade the image quality in any way. GIF files are usually recognizable by a .GIF or .gif filename extension. A years worth of monthly graphic holiday reminders (GIF files) are developed for placement by ftp. file transfers

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with various Internet service providers.

Figures 7-11 show GIF files displayed by Pathfinder, an Internet service provided by Time, Inc. Graphic reminders 701, 801, 901, 1001, and 1101 are shown in the context of Pathfinder's various Internet displays promoting services pertaining to food & wine, sports, news, food & wine, and travel.

Figure 12 shows a GIF file displayed by Mecklermedia's I World Web Site. The graphic reminder 1201 is shown in the context of options for different menu versions.

Figure 13 shows a GIF file displayed by the Prodigy Web Browser. The graphic reminder 1301 is shown in the context of a market place promotion.

Figure 14 shows a GIF file displayed by the InfoSeek Web Browser. The graphic reminder 1401 is shown in the context of a search results display.

Figures 15-17 show GIF files displayed by the First Access Network Web Browser. The Graphic reminder 1501 is shown in the context of a sweepstakes promotion offering prizes.

Figure 18 shows a GIF file displayed by the Net Mart Web Browser. The graphic reminder 1801 is shown in the context of a listing of services display.

Figures 19-20 show GIF files displayed by The Center of the Internet Web Browser. The graphic reminders 1901 and 2001 are shown as holiday reminders.

A subscriber on a page with a graphic reminder of any of the Internet service providers of Figures 1-20 can jump from the graphic reminder to the home page on the PC Gifts & Flowers Web site, shown in Figure 21. The page of Figure 21 details

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various purchase options which will be processed by PC Flower's & Gifts central processing location connected to the Internet.

Service providers, web sites, and browsers participating in the marketing program will place a GIF file at strategic locations on their service each month. Among the thousands of Internet sites or service providers available to participate in the program are Global Network Navigator, Hot Wired, Pathfinder/Time Inc., InfoSeek Corporation, The Point, First Union Corporation, The Net Plaza, Mecklermedia, Prodigy and The Center Of The Internet. The Internet participants will have the opportunity to enter a specific address on the Internet each month and FTP the GIF file of their choice, which will fulfill their graphic and space requirements, onto a strategic location on their Web site. The GIF files will then remind the consumers, who visit their Web site, of the upcoming holiday event and afford them the opportunity to hyperlink directly into the PC Flowers & Gifts Web site. Consumers will simply "jump" to the PC Flowers & Gifts Web site by mouse clicking on the PC Flowers & Gifts box 301, 401 and 501.

Internet service providers, from whom consumers hyperlink to the PC Flowers & Gifts Web site and make a purchase, receive a commission of five percent (5%) of the gross sale of each transaction. A method for automatically tracking Internet sources referring consumers who make purchases on the PC Flowers & Gifts Web site is needed to assure credit for a percentage of the sales amount.

Referring now to Figure 22 there is shown a schematic of the present invention

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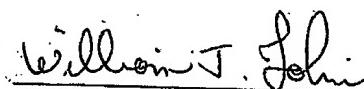
method for marketing on the Internet and automatically tracking Internet sources which direct a user to the PC Flowers & Gifts Web site to make purchases. Initially a client 300 or subscriber, through a computer, accesses the Internet directly or through an Internet service provider. Internet participants 301 in the PC Flowers & Gifts marketing program FTP (download) GIF files 302 of graphic holiday reminders from a predetermined address provided by the PC Flowers & Gifts Web site. Internet participants with graphic holiday reminders (GIF files) pointing to the PC Flowers & Gifts Web site are assigned a token corresponding to their site (sometimes the site is referred to as port). The token identifies a site URL assigned to the particular Internet site pointing to the PC Flowers & Gifts web site. As indicated hereinabove, an URL is a way of specifying a location on the Internet and making a hypertext link on the Internet. A consumer who "jumps" from a GIF file in the Internet service provider is taken to a home page of the PC Flowers & Gifts Web site. The home page is the first "page" displayed when a WWW site is accessed. The token identifying the Internet site entry point into the PC Flowers & Gifts Web site is dynamically inserted into the home page for tracking of its use 303.

As customers navigate 304 through the various PC Flowers & Gifts HTML pages, this token is dynamically passed in each of these pages 305. When an order is placed and processed, the token corresponding to the Internet participant whose GIF file placement jumped the consumer to the PC Flowers & Gifts Web site is recorded for the five percent (5%) commission 306. When the user does not navigate or

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purchase from the PC Flowers & Gifts Web site 307 and the token URL pointing to the Internet participant from which the user came is saved, the token is also saved 308. When the user accesses the PC Flowers & Gifts Web site at a later time using the saved token URL, the Internet participant's token URL is identified and a five percent (5%) commission is credited on any later sales. If the token URL to the PC Flowers & Gifts Web site is not saved than the automatic tracking or passing of the token is ended 309.

It should be understood that the embodiment described herein is merely exemplary and that a person skilled in the art may make many variations and modifications to this embodiment utilizing functionally equivalent methods or elements to those described herein. Any and all such variations or modifications as well as others which may become apparent to those skilled in the art, are intended to be included within the scope of the invention as defined by the specification.


WILLIAM J. TOBIN, President
PC Flowers & Gifts

Applicant or Patentee: WILLIAM J. TOBIN
Serial or Patent No.: (to be assigned)
Filed or Issued: (herewith)
For: METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY TRACKING THE INTERNET SITE ENTRY

Attorney's
Docket No.: TOBIN-1

VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9 (f) and 1.27 (b)) -- INDEPENDENT INVENTOR

As a below-named Inventor, I hereby declare that I qualify as an independent Inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under section 41 (e) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled METHOD FOR MARKETING AN INTERNET CONSUMER SERVICE AND AUTOMATICALLY TRACKING THE INTERNET SITE ENTRY

described in

- the specification filed herewith
 application serial no. _____, filed _____
 patent no. _____, issued _____

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent Inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

- no such person, concern, or organization
 persons, concerns or organizations listed below

*NOTE: Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

FULL NAME _____

ADDRESS _____ Individual Small Business Concern Nonprofit Organization

FULL NAME _____

ADDRESS _____ Individual Small Business Concern Nonprofit Organization

FULL NAME _____

ADDRESS _____ Individual Small Business Concern Nonprofit Organization

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made, are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

WILLIAM J. TOBIN

NAME OF INVENTOR

NAME OF INVENTOR

NAME OF INVENTOR

William J. Tobin

Signature of Inventor

Signature of Inventor

Signature of Inventor

118/96

Date

Date



the
web

Shop the Web

GNNdirect has combed the immense and varied world of online shopping to bring you a sophisticated lineup of online shopping venues where the overall experience is of prime importance. GNNdirect has taken value, selection, atmosphere, and ease-of-use into account to make your experience a positive one. We hope you enjoy Shop the Web.

FIG. 1

Merry Christmas
Send Flowers and Gifts

PC Flowers & Gifts



Photographic quality graphics, special holiday selections, and a guarantee of complete satisfaction have made PC Flowers & Gifts one of the world's leading interactive florists. Delivery to anywhere within the U.S. and 160 other countries is available.

Dream Shop

Time Warner's contribution to the world of online shopping includes such catalogs as Eddie Bauer, Speigel, and Williams-Sonoma, and offers shoppers special holiday selections and an area specifically devoted to gifts under \$50.

eMall

Don't call it a mall. This is a "full-service lifestyle shopping and information center." The Gourmet Gallery, Bizlink, and The General Store are but a few of the areas to explore.

Empire Mall

Browse an impressive selection of stores and services organized by product type as well as by catalog name. Win a variety of great prizes via the monthly contest and check out the selection of holiday specials.

Internet Plaza

Spend the day strolling the byways of this quaint, yet bustling, village plaza. The Plaza lies at the intersection of such thoroughfares as Finance Street, Career Way, Sports and Fitness Street, and Travel Avenue. The "must see" shops on each street are marked as such.

Internet Shopping Network

Although their forte appears to be computer products, the Network also carries flowers, food, specialty stores, and great stuff for the home and office. A list of hot deals is also included.

marketplaceMCI

Find a revolving selection of holiday gift ideas, a unique area devoted exclusively to small businesses, and a host of other great features at this very smart offering from MCI.

NECX

Serves all your computing needs with over 20,000 hardware, software, networking, and accessory products and some of the best prices around. Special offers and prices are available to

GNNdirect: Shop the Web - Microsoft Internet Explorer
best prices around. Special offers and prices are available to
Buyer's Club members.

Page 3 of 3

Net@Mart

With about 20 different subject areas, great organization, and such vendors as JCPenny, Paramount Pictures, and Club Med, Net@Mart delivers a first-rate shopping experience.

Shoppers Advantage

A membership-based superstore with over 250,000 name-brand products available at great savings. Non-members can give the service a try, but three-month trial memberships are only \$1.

Shopping 2000

With true multimedia content and music and movie reviews, Shopping 2000 could be the mall of the future. Skeptics should take a look at the burgeoning list of new stores.

The Shops at Santa Fe

Explore some of the shops that have made Santa Fe one of the hottest destinations in the world. The selection of art and food appears to be the real draw here.

You, the user, acknowledge, understand and agree that, in linking to any of the listed websites : (I) You assume all risks and responsibilities associated with any activities you undertake at such websites (including, without limitation, any activities related to the purchase of products or services); and (II) Global Network Navigator (GNN) shall not be liable or accountable in any respect for any damages, liabilities, costs, obligations or other results arising in connection with such websites (including, without limitation, damages related to transactions occurring through such websites).



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FIG. 3



GNN & PC FLOWERS HOLIDAY CONTEST

401

As a celebration of GNN's new Shop the Web links to online shopping and PC Flowers' new Web site for quality flowers and gifts, we are pleased to co-sponsor a scavenger hunt with wonderful prizes just in time for the holidays!

The prizes are plentiful and perfect for holiday gatherings. You can win one of several bouquets of fresh cut flowers or elegant roses, a basket full of deluxe fruit and preserves, or maybe even the Grand Prize, a dinner for four delivered to your front door! A total of 65 prizes will be handed out in the holiday spirit.

To participate in our holiday contest, simply answer the following questions by exploring the new PC Flowers Web site. The answers are scattered throughout the site, so surf the products and discover the many ways to say Happy Holidays. You will need to use your Back button to return to this page and fill out the questionnaire. Please refer to our Official Contest Rules for details on participation.

The contest will continue from December 6 through midnight December 18, with a random drawing on December 19 to determine the winners. Please be sure to fill out your contact information so we can find you if you are one of the lucky ones!

PC Flowers

Questions

1. If Peridot is your birthstone, what is your flower?
Sweet Pea
Lily of the Valley
Gladiolus

2. How much does an FTD Pick-Me-Up bouquet cost?
\$25.95
\$29.95

GNN & PC FLOWERS CHRISTMAS CONTEST - Microsoft Internet Explorer Page 2 of 3

\$32.95

3. What holiday happens on April 7th?

- Clean Out Your Computer Day
- No Housework Day
- National Nothing Day

4. If your mate surprises you with a "traditional" 40 year anniversary

- Red / Ruby
- Jade
- Sapphire

5. How much does a Hickory Farms Honey-Glazed Ham weigh?

- 5 pounds
- 7 pounds
- 9 pounds

Contact Information

Name:

Email Address:

Phone Numbers

work:

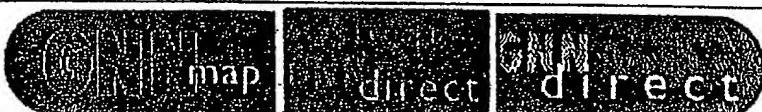
home:

FAX Number:

Comments

FIG. 5

GNN & PC FLOWERS CHRISTMAS CONTEST - Microsoft Internet Explorer Page 3 of 3



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FIG. 6

PATHEFINDER USERS GET 10% OFF ANY HOLIDAY PURCHASES!



*Just mention that you're a Pathfinder user in the special instructions section of the Order Form.

Virtual Kitchen

In Season

Ask The Chefs

C Cooking Class

R Real Food

Food & Wine

Search

Recipes

Books

Talking about food is almost as much fun as eating! Swap recipes with a friend by leaving a message on DISH!--the VK bulletin board.



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Help



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Bulletin
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If you have any comments or suggestions, please post them on our Bulletin Board or e-mail them to
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V Pacific Northwest Tries to Recover From Storm

SAN FRANCISCO (Reuters) - The Pacific Northwest will be trying to recover Wednesday from a vicious wind and rain storm that left three people dead and hundreds of thousands without power.

Winds gusting to 100 mph blew through the region Tuesday, knocking down trees, battering buildings, sweeping away boats and triggering mudslides.

At least three people were killed in the storm. About 1.5 million people lost power in Oregon, Washington and Northern California when the storm hit and about 700,000 were still without electricity Wednesday California. More rain was forecast but the winds have let up.

A 61-year-old woman was killed in Redway, 180 miles north of San Francisco, when a tree uprooted by strong winds crushed a mobile home during the night, Humboldt County Coroner Glenn Sipma said.

A 44-year-old woman died in Redding, 200 miles northeast of San Francisco, when a tree crashed down on her bedroom during the night as she slept, officials said.

Along the coast of Oregon, where wind gusts of up to 105 mph were recorded, a 59-year-old maintenance man was killed when a tree fell on his pickup truck in a parking lot near Florence, emergency officials said.

Since Monday, 1.1 million customers have lost power for varying periods of time, PG&E spokesman David Bicha said.

The storm also knocked out telephone service to many homes and businesses in northern California, where winds gusted at up to 95 mph.

Oregon Gov. John Kitzhaber said he was calling out 250 National Guard troops to maintain communications and clear roads.

In Portland, Oregon, a dock with two dozen boats attached broke loose and drifted across the Columbia River. Owners watched helplessly as their boats were battered against a dock on the other side.

Schools closed early throughout western Oregon and Washington, and residents were advised to stock up on bottled water, flashlight batteries and candles in preparation for the storm.

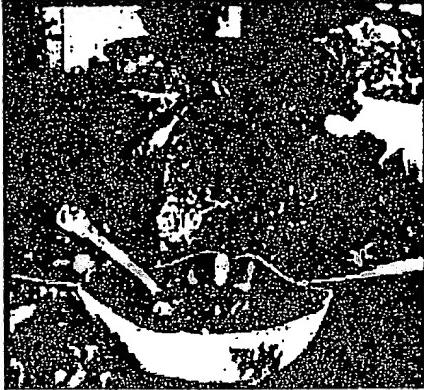
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THANKSGIVING

Food & Wine



A HEARTLAND
MENU

A CALIFORNIA
MENU

RECIPES

Food & Wine invites you to use this guide to help make your Thanksgiving dinner a success! See us again soon for our complete Christmas menus, and look for the expanded Food & Wine web site here in January.



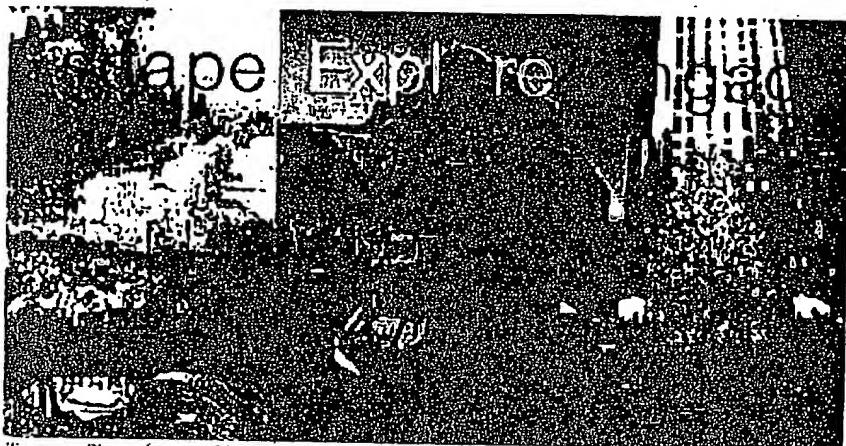
FIG. 10

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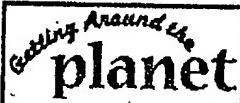


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TRAVEL & LEISURE



Tuscany. Photo: Jacques Durdil. Portugal. Photo: Xavier Guardans. New York. Photo: Gentl & Hyers.



ESCAPE ----- EXPLORE ----- ENGAGE

About TRAVEL & LEISURE on the web.

Go to London

FIG. 11

iWORLD Shows • Publications • Help • News • Network • Feedback

Created and Maintained by Charles McElhose Jr.

iWORLD WebPointer has been enhanced for Netscape 1.1 or higher.

*If you don't have it you can get
Netscape Now!*

For your convenience there are 3 versions of the main menu page of the WebPointer. Once you have found the appropriate option for you, bookmark that page.

| [The Supreme Version](#) | [The 640x480 Version](#) |

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[Send the Winter Floral and Gift Special](#)



[Go to the Supreme Version](#)

Recommended for people with moderate to fast connections. This is a relatively quick loading version, that makes full use of graphics and text. This version requires you use 800x600 resolution or higher to prevent wrap over of graphics, and the use of at least 256 colors to view the graphics best.

[Go to the 640x480 Version](#)

Recommended for people with moderate to fast connections. Requires at least 256 colors to view graphics to full potential. Essentially this is the same page as the Supreme Version, it has just been reformatted for 640x480 resolution.

[Go to the Text Only Version](#)

Interests A-Z - A complete listing of our ever growing Interest Area Web pages.
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MarketPlace

Convenience. Variety. Communication... The Web offers endless benefits and opportunities for you to shop and find product information. The merchants, who have purchased the following space, have been specially chosen to display their offerings to you.



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1301

FIG. 13

msn.

InfoSeek Internet Search Results

Send Flowers and Gifts for Christmas



PC Flowers & Gifts
The Pioneer of Online Floral & Gift Marketing Since 1989

Dec 25th

You searched for: Hot Wired

1401

To learn how to get better results, please see our [helpful tips](#).

Titles: 11 through 20 of 100

[Previous 10 Titles \(1 to 10\)](#)

[Joel Edward's Page de la Home](#)

All hell Netscape 1.1, without which Netlife is just plain Ugly! . After reading the hip doomsayers of HOT-WIRED, the optimists like Alvin Toffler and his disciple Newt, I'm not really sure what I should do now. I could just fall back on ...

— [63] <http://www.nashville.net/~joele/> (2K)

[Time Siphon](#)

Big Web Sites/Search Engines , Starting Point , GNN , EINet Galaxy , Meta Crawler , WebCrawler , World Wide Web Worm , The World-Wide Web Virtual Library: Subject Catalogue , A List of Virtual Libraries on the Web , Yahoo , Internet ...
— [62] <http://www.liac.net/users/kcc/index.html> (7K)

[Resources](#)

Here are some links to sites we found helpful to us in doing our job on a day-to-day basis.. AdMarket - a collaboration between Advertising Age and Hot Wired, this site serves up demographic and marketing resources. . Census Bureau - a wealth ...
— [62] <http://www.rmd.com/pub/rmd/resources.html> (2K)

[Paul Cisek](#)

Currently at: . Dept. of Cognitive and Neural Systems, . Boston University, . 111 Cummington Street, . Boston MA 02215 . paul@cns.bu.edu . My past: . I was born in Poland on September 25th, 1968. I lived in Warsaw until my ...
— [62] <http://cns-web.bu.edu/pub/pavel/home.html> (7K)



First Union Christmas Sweepstakes

December 4 - December 19, 1995

To celebrate the introduction of PC Flowers & Gifts in CommunityCommerce,
First Union announces a Christmas Sweepstakes!

Merry Christmas Send Flowers and Gifts

Dec 25th

PC Flowers & Gifts
The Pioneer of Online Floral & Gift Marketing Since 1989

1501

Grand Prize - One per week for 2 weeks (Total - 2 Prizes)

Christmas Dinner for Four

Begin your meal with delicious New England Clam Chowder served in San Francisco Sourdough Rounds. The main entree is your choice of Honey-Glazed Ham or Boneless Rib-Eye Roast. Top it off with handmade ice cream truffles made with the finest fresh fruits, chocolate, nuts, and imported Italian flavorings.

Second Prize - One each per week for 2 weeks (Total - 6

Prizes)

Mission Orchard's Deluxe Fruit Medley Basket

The basket contains sweet, tender, juicy Crown Comice Pears, crisp Mission Apples, Golden Delicious Apples, D'anjou Pears, select Red Comice Pears, Spiced Apple Walnut Cake, Sweet Orange Marmalade, Strawberry and Apricot Preserves and foil wrapped Pansy Chocolates.

The FTD Winter Traditions Bouquet

This all-around bouquet includes red Carnations, white Pompons and assorted Christmas greenery and arrive in an elegant silver-plated woven basket with a collapsible handle.

Padsworth Collectible Bear from the Past

Add a big red ribbon and Padsworth will share his holiday magic. The perfect holiday gift for that special child, bear lover, or anyone who just needs someone to hug. 21" brown floppy bean-bag bear wearing a tan reindeer sweater.

To enter the sweepstakes, visit the PC Flowers & Gifts Web Site and decide which RUSS collectible bear is your favorite bear; then tell us its name using the comment form below.

Name:

Favorite RUSS Bear:

Phone Number:

Fax Number:

E-Mail:

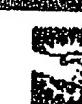
Address:

60/010372

First Access Network(sm) - Comment Form - Microsoft Internet Explorer

Page 3 of 3

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60/010372

map.html at www.netmart.co Microsoft Internet Explorer

Page 1 of 6

Net Mart Administrat

[NET MART SERVICES AND PRICES]

Merry Christmas
Send Flowers and Gifts

PC Flowers & Gifts

TOP
SHOPPING
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direct

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JCPenney

COMING SOON



Paramount Pictures

FIG 18

W/010372

The Center of the Internet - Microsoft Internet Explorer

Page 1 of 2

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PC GIFTS & FLOWERS

Send a SPECIAL GIFT THE EASY WAY.

Merry Christmas Send Flowers and Gifts

Dec 25th

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Visit PC Gifts & Flowers, the World's Largest Online Flower Store. You'll find special offers for that special someone. **LET SANTA DELIVER FOR YOU!**

PC GIFTS & FLOWERS

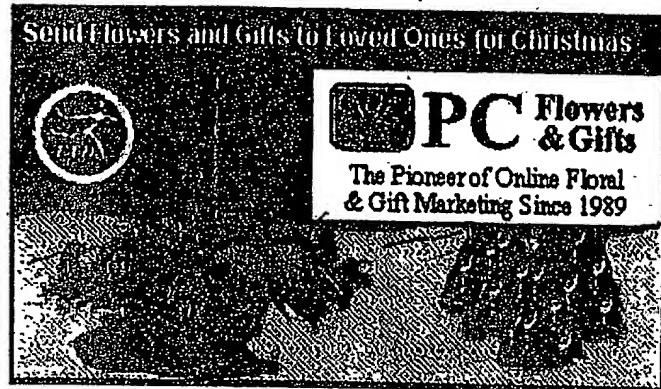
NETCENTER NAVIGATOR

F16:19

W/010372

Page 2 of 2

The Center of the Internet - Microsoft Internet Explorer



email comments to:

lite@lx.netcenter.com

F16, 2:0

6/010372

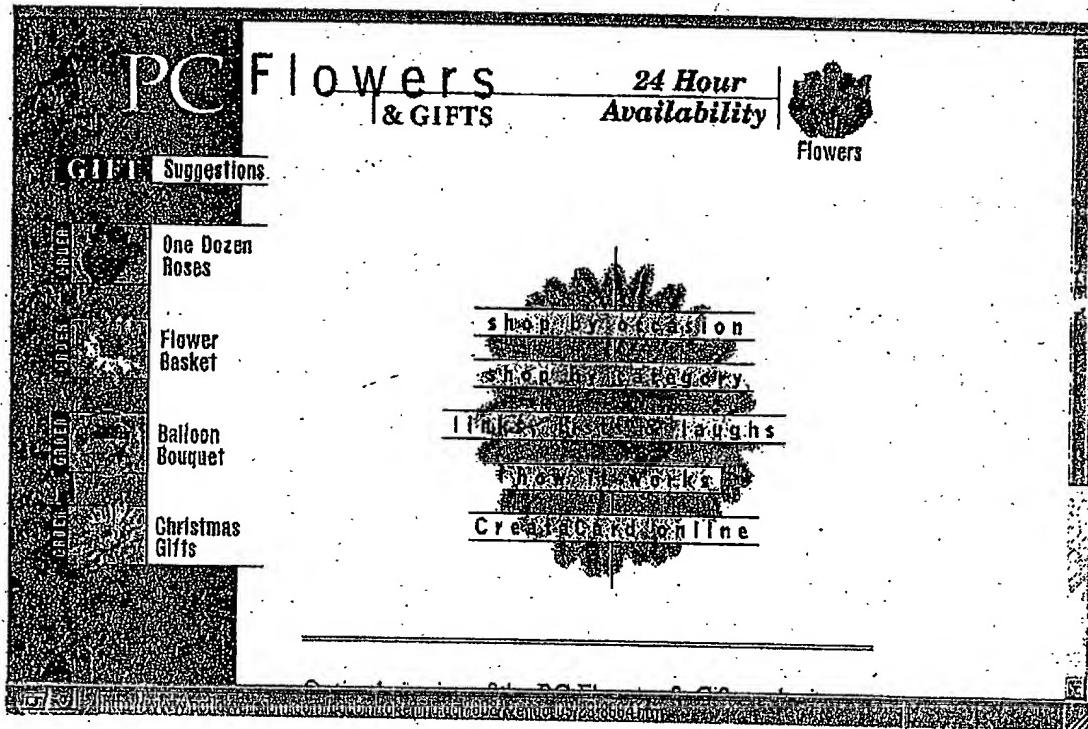


FIG. 21

0/010372

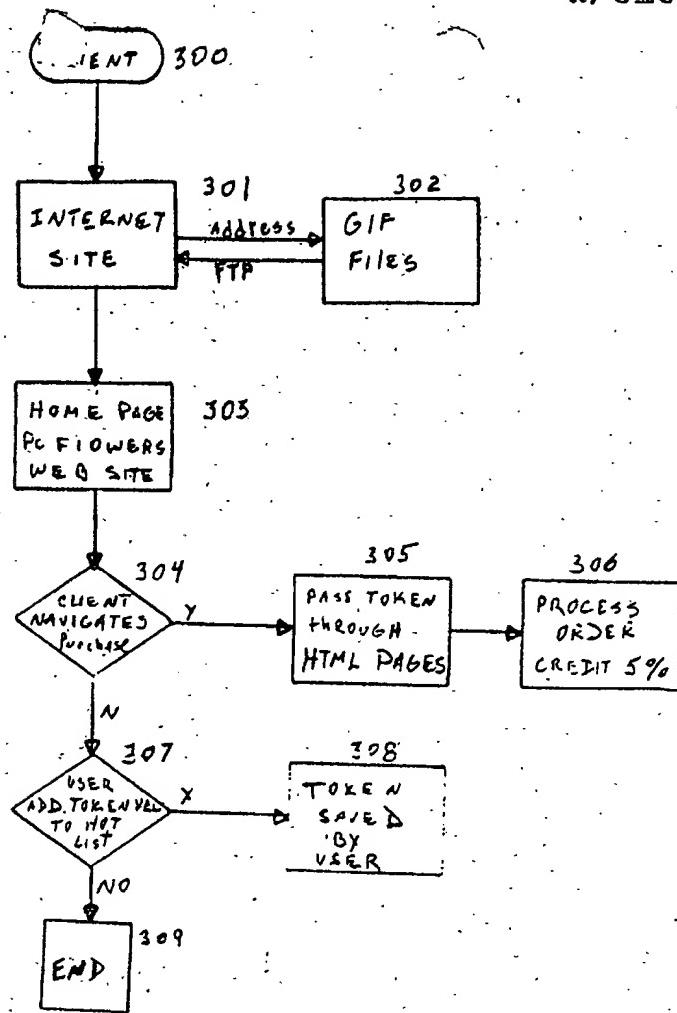


FIG. 22

PTO/9050 (11-98)

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In re Application of

Tobin

Application Number	Filed
60/010372	5-22-96
Group Art Unit	Examiner

Paper No. 2

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Washington, DC 20231

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- (B) referred to in an application that is open to public inspection as set forth in 37 CFR 1.11, i.e., Application No. _____ filed _____, on page _____ of paper number _____
- (C) an application that claims the benefit of the filing date of an application that is open to public inspection, i.e., Application No. _____, filed _____, or
- (D) an application in which the applicant has filed an authorization to lay open the complete application to the public.

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Signature

Frank H Murphy

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		Group Art Unit	Examiner
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03-12-01

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Kimberly Khoen

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Application Number: 60/010 372 Filed: 5-22-96

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United States Patent Number 6141666, column _____, line, _____ cr

WIPO Pub. No. _____, page _____, line _____

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Henry

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APR 07 2005

In re Application of

Application Number

00/010372

Filed

5/22/96

Paper No. *46***File Information**

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Kien Vu

4/7/05

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Kien Vu

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APR-06-2005 03:36 PM IPC, INC.

703-892-8418

P. 02

703-892-8418

P. 02



US006141666A

United States Patent [19]

Tobin

[11] Patent Number: 6,141,666

[45] Date of Patent: Oct. 31, 2000

[54] METHOD AND SYSTEM FOR
CUSTOMIZING MARKETING SERVICES ON
NETWORKS COMMUNICATING WITH
HYPERTEXT TAGGING CONVENTIONS

[75] Inventor: William J. Tobin, Stamford, Conn.

[73] Assignee: Internet Consultants LLC, Stamford,
Conn.

[21] Appl. No.: 08/785,321

[22] Filed: Jun. 21, 1997

Related U.S. Application Data

[60] Provisional application No. 60/117,229, Jan. 22, 1996, and
provisional application No. 60/010,372, May 22, 1996.

[51] Int. Cl. G06F 17/21; G06F 17/60

[52] U.S. Cl. 707/313; 705/27; 709/218

[58] Field of Search 705/1, 14, 26,
705/27; 709/203, 217, 218, 219; 707/313,

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1996.

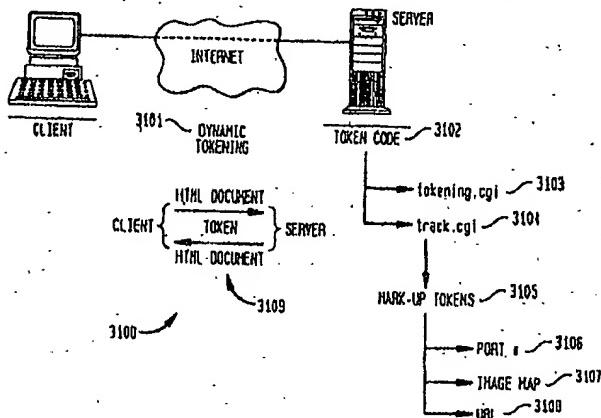
Primary Examiner—Joseph H. Peild
Attorney, Agent, or Firm—Arthur L. Plevy; Buchanan
Ingersoll PC

[57] ABSTRACT

The present server based communications system provides
dynamic customization of hypertext tagged documents pre-
sented to clients accessing the system. The customization,
which pertains to the content of the documents, is based on
the specific requirements of a class to which the client
belongs to. The class may be defined by the identity of the
source which refers the client in the system. The system
utilizes a database which dynamically retrieves stored data
in response to a server software tool which configures the
data into hypertext tagged documents. The system utilizes a
dynamic token scheme to pass the identity of the referring
network site from document to document to eventual pur-
chase document accessed by the client through the hyperto-

tags.

42 Claims, 39 Drawing Sheets



PACE DATA ENTRY CODING SHEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

1ST EXAMINER *M. J. M. M. S.* DATE
2ND EXAMINER

2-13-1

APPLICATION NUMBER
60/010372

TYPE
APPL
9
MONTH DAY YEAR
FILING DATE
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11

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5

**TOTAL
CLAIMS**

—	—	—
—	—	—
—	—	—

**INDEPENDENT
CLAIMS**

—	—	—
—	—	—
—	—	—

**SMALL
ENTITY?**

ATTORNEY DOCKET NUMBER

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CONTRACT NUMBER
CODE DATE OF APPLICATION
CODE SERIAL NUMBER

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PARENT PATENT
NUMBER

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PC/FOREIGN APPLICATION DATA

FOREIGN
PRIORITY
CLAIMED

COUNTRY
CODE

A 2x5 grid of empty boxes for drawing a picture.

A 5x5 grid of squares, used for a game like Connect Four or a similar puzzle.

! ORIGINATING
FILING DATE

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